

Recruitment brief for Communications and Media Manager and Communications Officer



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Hello!

Here at Moat we're all about looking forward and aiming higher – for the homes we deliver, the communities we work in and the people we employ.

It's a very exciting time for us right now as we continue on our journey to become a digital business. We've launched our refreshed branding, new corporate website and customer portal, allowing our customers to engage with us digitally on a much greater scale.

To articulate our vision and values, good effective communication, across multiple channels, with our customers, stakeholders and employees (or Moatees as we like to call ourselves) is essential; and that's where you come in.

I'm looking for a motivated, experienced Communications and Media Manager AND an enthusiastic Communications Officer to work alongside me in our small (but fun) cross-functional Communications and Design Team.

In these varied roles, you will be working on our range of internal and external communication activities. We take communicating to our internal audience just as

seriously as our external audiences, and we're all about creating informed, engaged and connected Moatees.

You will be someone who can accurately capture our key messages and translate them into actions. You'll also be brilliant at the basics; exceptional writing ability, organisational, time management and people skills.

You need to be imaginative, passionate, a self-starter with a great sense of fun. If you're looking for a role, be that the Communications and Media Manager or the Communications Officer position, to make your own, then I'd love to see your application.

Sarah Marsden

Head of Communications and Design

Are you interested?

Does the opportunity to work with a bunch of wonderful people at a leading housing association excite you? If so, I would love to hear from you.

You have until 9am on Tuesday 28 May 2019 to apply via **our recruitment portal**.



Main purpose of the job and the reward.

Key tasks:

- Work with the Head of Communications and Design to devise and implement internal and external communications and social media strategies in line with Moat's aims, values and strategic plan
- Take responsibility for the development and implementation of Moat's communications and publications, using customer insight and organisational needs and priorities to shape them
- Manage internal and external communication functions, contributing directly to the operational work of the team
- Develop and implement annual communication campaign plans (both internal and external, including award submissions), detailing activities and resources necessary for implementation, liaising across the business to establish plans based on strategic reasoning
- Manage Moat's press office and plan strategic engagement with the media to support targeted communication campaigns. Respond to 'high-level' media enquiries, co-ordinating with the appropriate members of staff to ensure accurate responses. Act as the first point of contact in 'crisis PR' situations
- Oversee the strategic development of Moat's social media channels, promoting and growing its presence
- Provide feedback to senior staff on media matters, including providing detailed briefings, analysis, media-handling guidance and training as required
- Identify and mitigate areas of potential reputational risk through close partnership working with operational colleagues
- Manage the process for out-of-hours media enquiries, and handle these enquires as required
- Act as the strategic lead on high level staff briefings, such as Town Hall meetings, to ensure key business messages are communicated clearly and effectively
- Evaluate the success of Moat's communications strategies and individual campaigns and develop effective and appropriate assessment mechanisms
- Building strong relationships with key stakeholders, both internal and external, to support communication strategies and reputation management
- Work with the Design Team to ensure that the Moat brand is employed appropriately.

You'll be:

- An experienced communications professional
- A confident, intelligent communicator with strong interpersonal skills
- In possession of exceptional writing skills
- Media and medial social savvy
- A pro at handling press enquires
- A team player with a great positive attitude
- Oozing with enthusiasm
- Experienced in successfully leading a team
- Able to effectively manage and assess workloads.

In return for everything you bring:

- Salary up to £46,028 per annum, depending on experience
- Generous annual leave entitlement with the flexibility to buy and sell more annual leave
- Pension scheme and life assurance
- Health and well being including an employee assistance programme and a selection of optional initiatives
- Incredible training and development opportunities
- Professional subscriptions
- A Design Team that can Photoshop your head onto anything!

Main purpose of the job and the reward.

Key tasks:

- Support the Communications and Media Manager, and the wider team, in the delivery of internal and external communications that promote Moat's values, key messages and corporate strategies
- Write, edit and distribute creative and engaging content, for print and digital channels, such as news stories, articles, press releases, internal and external publications, reports and briefings to both internal and external audiences
- Build and maintain strong working relationships within the business to support Moat's communication strategies
- Share responsibility for staffing Moat's press office. Assist in proactive engagement with the media to support targeted communication campaigns. Respond to 'low-level' media enquiries, co-ordinating with the appropriate members of staff to ensure accurate responses. Maintain tracking system for press enquires/cuttings
- Help co-ordinate and produce communication plans that deliver effective and engaging internal and external messages to a range of audiences
- Maintain our social media, intranet and Yammer channels. Post content, analyse followers, seek new contacts by following people and organisations that would be of benefit to Moat and ensure that any reputational issues are brought to the attention of the Communications and Media Manager
- Assist in the continued development of Moat's website, update and review content to ensure it is relevant, accurate and supports key corporate messaging.
- Work with the Design Team to ensure design requirements are fed into the design schedule and that the Moat brand is employed appropriately within all publications.
- Help manage/co-ordinate internal and external events, including the co-ordination of corporate resources.

You'll be:

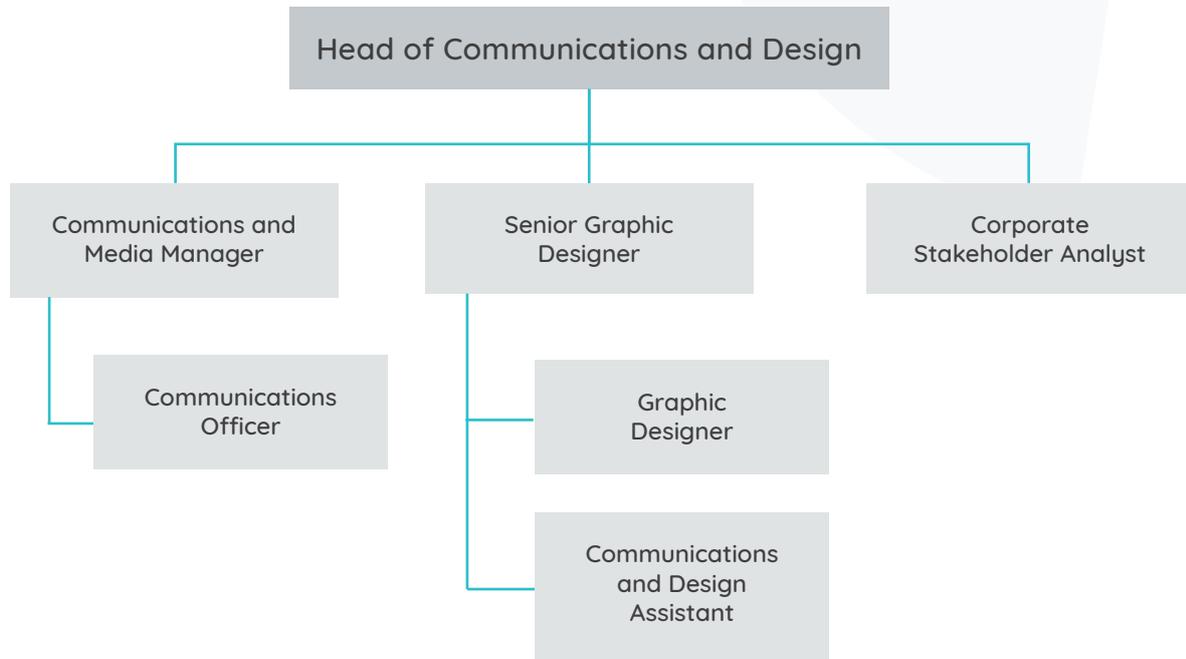
- A confident communicator with strong interpersonal skills
- In possession of exceptional writing skills
- Social media savvy
- A team player with a positive attitude
- Oozing with enthusiasm and initiative
- Show great attention to detail
- Super organised
- Overflowing with creative ideas.

In return for everything you can bring:

- Salary up to £31,131 per annum depending on experience
- Generous annual leave entitlement with the flexibility to buy and sell more annual leave
- Pension scheme and life assurance
- Health and wellbeing including an employee assistance programme and a selection of optional initiatives
- Incredible training and development opportunities
- Professional subscriptions
- Direct access to the Comms Team sweet tin!

About us.

What does the team look like?



Moat, an ambitious forward-thinking social housing provider

Moat is one of the top 30 housing associations in the UK with 20,000 homes spread across south east London, Kent, Essex and Sussex and we continue to develop new homes at an impressive rate too – last year we delivered 664 and we are aiming for another 3,000 by 2020. Our ambition is simple - to bring an end to housing need.

Housing associations are facing a period of change unprecedented in recent times. This gives rise to a number of significant challenges in terms of sustaining rental income, supporting residents through welfare reform and striving to maximise the delivery of new homes. We must also protect existing residents and homes, plus our social purpose, this is a delicate and challenging balancing act.

Our particular expertise is delivering low cost home ownership, having been one of the pioneers of shared ownership in the early 1990s. Since then we have assisted thousands of people to become shared owners, many of whom now own their homes outright but they still have a relationship with Moat as leaseholders and as part of the community in our developments.

We currently have over 5,500 shared ownership properties – the largest proportion to our size in the sector. We're keen to explore how we can expand our existing portfolio of shared ownership for older people. As with our wider leasehold portfolio, as the range of tenures and mix of housing increases, we must develop and re-evaluate our services to meet our customers' expectations. As a business we need to ensure we are commercially astute and adaptable and for our customers we must be accessible and provide value for money.

Moat's financial strength puts us in a good position to rise to challenges and plan for the future. We have set our strategic goals for 2020 built around:

- Providing a clear and consistent customer service offering, supported by intelligent use of data and insight
- Use of digital technologies to enable better communication and drive efficiency
- Innovating to deliver new housing products, financing options and delivery models.